

news +++ Creativeworld  
4 to 7 February 2023

## creativeworld

### Creativeworld 2023: Experience the creative trends

**Frankfurt am Main, January 2023. Creativity knows no limits. But how do retailers find just the right thing for their assortment in their shop among the sheer endless range of creative techniques and materials? The design team from the trend bureau bora.herke.palmisano has summarised the most important and hottest trends in the DIY sector for Creativeworld, 4 to 7 February 2023 in Frankfurt am Main. In the Trend Area in Hall 1.2 B61, this selection will be presented exclusively and brought to life on site with materials from the exhibitors.**

Every year, Creativeworld Trends offer an overview of creative trends from all over the world. Even during Creativeworld's forced break due to Corona, they have given the industry a detailed outlook on tomorrow's trends. The trend bureau bora.herke.palmisano takes its inspiration from influences in fashion, architecture and social developments. So the trends not only show the latest products and materials, but also provide a sense of what will occupy the creative community in the future. Thus, the Creativeworld Trends 2023 reflect a sustainable awareness. Under the motto "Spot on handicraft", they deal intensively with the issue of resource scarcity and show how new things can be created from what is already available.



Creative live activities on the latest craft themes in the Creativeworld Trend Area Photo: Messe Frankfurt/Mathias Kutt

This year, the Trend Area will not only feature trendy products from Creativeworld exhibitors, but the trend bureau bora.herke.palmisano is also planning live activities. This will involve a creative team presenting the latest techniques live in the Trendareal. "We want to present a new technique, different materials and tools every day. For example, we will see the modelling of figures, the Japanese marbling technique 'Suminagashi' or we will create paper garlands from high-quality papers," explains Claudia Herke from trend

bureau. "The trade visitors will find inspiration for workshops in their own shops, can get tips from the professionals and get a feeling for how to use materials and tools correctly.

The trend experts from the bora.herke.palmisano trend bureau will present the Creativeworld trend themes daily from 10:00 to 10:45 a.m. on the Creative Academy stage.

### **Creative Academy and Creative Impulse Award - Inspiration for the trade**

The **Creative Academy** with its varied workshop programme is the heart of Creativeworld. In Hall 1.1 at Stand D81, it invites you to be creative and network. Following the daily lectures on Creativeworld Trends, companies such as Botz, Cadence Art & Hobby Paints, Eli Chem Resins, Frechverlag, Marabu, Polyform Products, Royal Talens and Staedtler will present their latest creative materials and tools to trade visitors and show them the creative materials, tools and show the techniques that go with them. Among other things, workshops will be offered on the topics: Watercolouring, working with Sculpey Polymer Clay, Acrylic Art, Urban Skretching, Pop Art Work or Mixed Media Lettering with watercolour and fineliner. DIY icon Martina Lammel and Dorina Nowotny, blogger and social media coach, will be moderating the programme. The Creative Academy will take place on the first three days of the fair from 10.00 a.m. to 5.00 p.m. in **Hall 1.1, Stand D81**. On Tuesday, the programme will end at 3.00 p.m. with a workshop on drawing manga characters.

Interested parties can already find out about the individual workshops in the **Creativeworld event calendar**: [creativeworld.messefrankfurt.com/events](http://creativeworld.messefrankfurt.com/events)  
Advance registration is not possible.

Also at the Creative Academy, the **Creative Impulse Awards** will be presented on the first day of the fair, Saturday 4 February 2023, 12.00 p.m. The Oscar of the creative industry awards the most innovative products, complete sets, tools, artists' products and the most sustainable products. For all trade visitors, the special award area in **Hall 1.1 Stand B01** is the perfect source of inspiration for designing their own product ranges.

From February 2023, Creativeworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Ambiente and Christmasworld.

Creativeworld: 4 to 7 February 2023  
Ambiente/Christmasworld: 3 to 7 February 2023

### **Note for journalists:**

For further information, please visit: [creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

### **Press information and photographic material:**

<http://creativeworld.messefrankfurt.com/presse>

### **Links to websites:**

Facebook: [www.facebook.com/creativeworld.frankfurt](http://www.facebook.com/creativeworld.frankfurt)

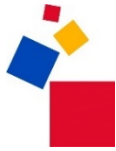
Instagram: [www.instagram.com/creativeworld.frankfurt/](http://www.instagram.com/creativeworld.frankfurt/)

LinkedIn: [www.linkedin.com/company/creativeworldfrankfurt](http://www.linkedin.com/company/creativeworldfrankfurt)

Twitter: <https://twitter.com/Creativeworld>

## **Creativeworld Hashtags**

#creativeworld23 #homeofconsumergoods #creativeindustry



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### **Information about Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.

### **nmedia.hub: The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

[www.nmedia.solutions](http://www.nmedia.solutions)

### **Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both

onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022